

**COYOTE VALLEY SPECIFIC PLAN**  
Land Planning/Urban Design Consultants Presentations  
January 12, 2004

**1. Composition and Roles of Each Firm in the Team:**

The joint venture of *ROMA Design Group* and *Calthorpe Associates* will combine the resources and experience of both firms to lead the preparation of the Coyote Valley Specific Plan. A single Coyote Valley studio will be established for the project, comprised of the most talented urban designers, landscape architects and architects from both offices. Peter Calthorpe of Calthorpe Associates and Boris Dramov of ROMA Design Group will be the principals in charge providing overall team leadership in establishing land use, transportation and urban design concepts for the project. Jim Adams will be the managing principal, collaborating on a daily basis with principals Tim Rood, Walter Rask and Bonnie Fisher in the management and production of the work.

*Kenneth Rodrigues & Partners*, architects and planners, will support the design team in the preparation of the development plan, with particular focus on the North Coyote Valley Industrial area, and in the formulation of development standards and design guidelines for commercial development. *Fehr & Peers*, transportation planners, will complement the technical work of Hexagon by advising the team on innovative approaches to the circulation plan and required mitigations. *The Schoennauer Group* will consult on regulatory aspects of the Specific Plan, and assist in facilitating focus group work sessions. The planning firm of *Crawford Multari & Clark* has joined our team to assist in the drafting of the zoning ordinance. In addition, *Michael Sechman Associates* will support the team in the preparation of three-dimensional computer simulations and interactive video materials.

**2. Relevant Previous Experience:**

The ROMA/Calthorpe team is uniquely qualified to assist the City of San Jose in preparing the Coyote Valley Specific Plan. The two firms are internationally known for their innovative approach to land use planning and urban design, sustainable development, environmental conservation, and the design of public-spirited urban places.

***Achieving Consensus:*** We have proven success in creating implementable and successful plans of the highest quality, even where there have been divergent points of view and diverse stakeholder interests.

***Implementation:*** We have been highly successful in implementing projects, and are collectively responsible for the planning and/or design of more than 50,000 units of housing and 10 million square feet of commercial development in the past fifteen years.

***Successful Integration of Jobs and Housing:*** The ROMA/Calthorpe team has been successful in integrating major job centers with new housing areas. Recent projects include Bay Meadows in San Mateo, Issaquah Highlands in Redmond, Washington; Stapleton in Denver, Colorado; and the Mueller Municipal Airport redevelopment in Austin, Texas.

***In-Depth Understanding of Building Prototypes:*** We have extensive experience in working with developers and builders to create innovative housing, employment and mixed-use building prototypes that meet market requirements and community design objectives.

**Open Space and Environmental Planning:** Many of our large-scale community design projects have involved significant environmental resources, requiring careful consideration in overall land use planning, open space design, and the development of site drainage and water quality facilities.

**A Longstanding Working Relationship:** ROMA and Calthorpe have a longstanding working relationship; the firms recently collaborated in the preparation of the Master Plan for the 1400-acre Zhanngui Zhuang New Town near Beijing, and have worked together on major projects in the Philippines; Italy; Austin, Texas; and Oakland, California.

**International Recognition:** The firms and their projects have received dozens of prestigious honors including: AIA National Honor Awards, the Congress for New Urbanism Charter Awards, the Stockholm Partnerships for Sustainable Cities Award, the National League of Cities Award for Urban Enrichment, and awards from the Master Builder Association, the National Association of Home Builders, and the Pacific Coast Builders Conference.

### **3. Approach to Preparing Coyote Valley Specific Plan:**

The ROMA/Calthorpe team has outlined a comprehensive Work Plan for the Coyote Valley Specific Plan based on the following key factors:

**Close Working Relationship with Stakeholders and Property Owners to Ensure Implementation:** The team will conduct intensive stakeholder work sessions at each stage of the process to build consensus and to resolve key issues and concerns as the plan is developed.

**Testing of Development Standards:** The ROMA/Calthorpe team will test the market and implementation feasibility of development standards and design guidelines through the development of specific building prototypes for a full range of housing product, as well as commercial and mixed-use development.

**Open Space and Environmental Resources:** Our approach will be to develop meaningful open spaces, that contribute to the amenity and quality of life of the community. We will develop a viable and sustainable program of open space uses for the Greenbelt based on resource values, agricultural suitability, and relationships to adjacent urbanized areas.

**Products that Clearly Communicate the Vision:** We take great pride in our ability to communicate clearly with the public through the use of high quality presentation materials that are carefully designed to convey information in an understandable and imageable manner. We employ a variety of communication techniques at various stages of the process, including: diagrams, sketch plans, perspective renderings, photo-montages, 3-D computer and physical models.

**Task Force Involvement at Strategic Milestone Points:** Ten work sessions with the Task Force will be scheduled at regular intervals to receive policy direction.

**Seamless Coordination with Economic Environmental and Engineering Team:** The ROMA/Calthorpe team has extensive experience in orchestrating multi-disciplinary consultant teams on projects of a similar scope and complexity to Coyote Valley. We will work with the City's project manager to coordinate and integrate the efforts of all consultants.

